



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

# Methods of Digital Advertising

January 22 - 24, 2025 | IIMK





The content would be as follows:

### **Day 1:**

- Part 1: Fundamentals of website traffic, e-commerce and online auctions
- Part 2: Cookie and Tag mechanism for traffic attribution
- Part 3: Presentation of a pre-worked web portal and business problem
- Part 4: Google Analytics and Conversion Pixel

### **Day 2:**

- Part 1: Advertising on Google AdSense
- Part 2: Advertising for the pre-worked web portal using Google AdSense
- Part 3: Advertising on Facebook
- Part 4: Advertising for the pre-worked web portal using Facebook Ads

### **Day 3:**

- Part 1: Paid Search and Search Advertising
- Part 2: Introduction to Search Engine Optimization
- Part 3: Other Social Network Ads (LinkedIn, Twitter)
- Part 4: Discussion of results on experiments from Day 1-2

### **Facilitator:**



**PROF. MOHAMMED SHAHID  
ABDULLA**  
Indian Institute of Management  
Kozhikode, Kerala

### **Programme Fee:**

Rs. 50000 (Residential),  
Rs. 40000 (Non-Residential) + GST @ 18%



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